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Canada

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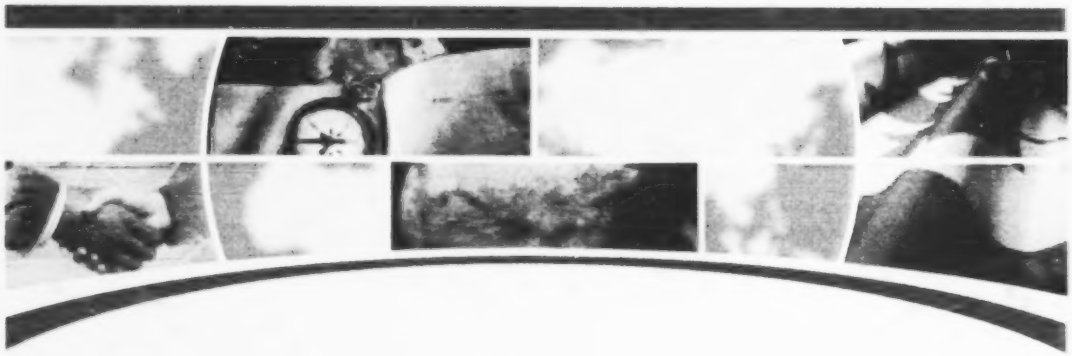

German retailer features Canadian Aboriginal art

From November 25 to December 22, Canadian Aboriginal artists were featured at Ludwig Beck, one of Munich's most exclusive department stores for giftware, fashion and music. This year, Canada was Ludwig Beck's guest country for its annual four-week promotion.

The event featured seven Native Canadian artists (see box on page 6) working and selling their products on the store's main floor. "It was an excellent opportunity for the artists to sell directly to the public, but to also attract German importers, distributors, retail buyers and gallery owners," says Frieda Saleh, Commercial Officer at the Canadian Consulate in Munich. "This event also provided a unique opportunity for Aboriginal artists to present their history and culture to an interested and responsive audience."

Paul Dubois, Canadian Ambassador to Germany, launched the Canada Promotion, which was

continued on page 6 — Aboriginal art in Germany

British Columbia Aboriginal artist Calvin Hunt (seated) is at work during the Ludwig Beck department store's Canada Promotion. Standing from left is Paul Dubois, Canadian Ambassador to Germany, Reiner Unkel, Ludwig Beck's Chairman, and Alberta RCMP Constable Darrel Bruno.

Choosing an international trade show

Attending trade fairs has become an important marketing strategy for exporters both new and experienced. Here are some tips to guide exporters:

Show selection is critical. An annual or bi-annual event, an industry-only show or a publicly attended event will make a difference to the export strategy. It is important to establish in advance who you wish to reach and whether they will be at the show.

Determine the right location with suitable facilities. Do you need to attend a fair in the target market? Or does it make more sense to attend a distant fair that attracts a more favourable audience? Travel, accommodation and participation costs (i.e. exhibiting fees and the cost of clearing materials through customs) must also be considered. The fair should also be held at an accessible and well-equipped facility.

continued on page 3 — International trade show

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SNC-Lavalin to upgrade Kuwait oil facility

Montreal-based SNC-Lavalin has been awarded a $94 million contract by the Kuwait Oil Company to upgrade, modify and expand its crude oil gathering centre and related facilities.

The existing facilities currently produce 150,000 barrels of crude oil per day. Once SNC-Lavalin upgrades them, output will be increased by an additional 40,000 barrels per day.

The project will involve project management, engineering, procurement, construction, pre-commissioning and training services on the part of two SNC-Lavalin divisions. They will also provide assistance with commissioning and performance testing.

"We are very pleased with this expression of confidence in our expertise by our new client, the Kuwait Oil Company," said Sami Bébawi, Executive Vice- President, SNC-Lavalin Group Inc., and President of Socodec, SNC-Lavalin's construction division. "We intend to deliver a first-class plant in Kuwait similar to other upgrade projects we have completed elsewhere in the world."

Kuwait holds about 10% of the world's proven oil reserves. The Kuwait Oil Company is estimated to be the seventh-largest oil company in the world. This gathering centre and its related facilities are located some 80 kilometres west of Kuwait City. Work on this project is expected to be completed by late 2006.

SNC-Lavalin is one of the leading groups of engineering and construction companies in the world, a global leader in the ownership and management of infrastructure and a key player in facilities and operations management. The SNC-Lavalin companies have offices across Canada and in 30 other countries with projects in over 100 countries.

For more information, contact Gillian MacCormack, Vice-President, Public Relations, SNC-Lavalin, tel.: (514) 393-8000, ext. 7354, e-mail: gillian.maccormack@snclavalin.com.

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Quick tips on presenting your export plan

Presentation skills are essential for the global entrepreneur. The ability to communicate ideas to people from different cultures and backgrounds can mean the difference between a great idea succeeding or failing. Here are some tips for communicating your export plan to potential partners:

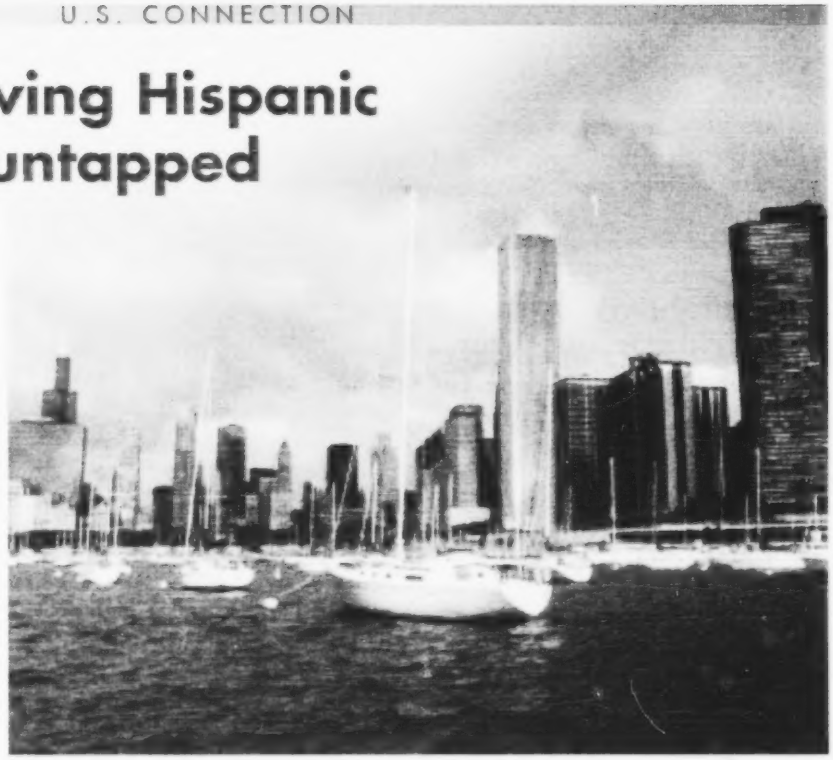
Understand your audience from a cultural, historical, business and linguistic perspective. Your communication will be more effective if you have determined in advance who will be in your audience, why they have come, whether language barriers are going to be extreme or minimal and what business etiquette is appropriate for the setting.

Modify your presentation to appeal to specific audiences. Some cultures emphasize future prospects and potential while others are interested in accomplishments. Others may have a focus on credentials and reputation. The presenter must adapt his or her presentation to capture what is significant to each audience. A presentation designed for an American audience may not have the same impact in France, even if it is presented in French.

Determine in advance the best media for your presentation. Technological constraints can limit options for delivering presentations; however, it is equally important to determine if visual options (i.e. graphics and charts) will help overcome potential language barriers, or if professionally translated handouts might assist the audience throughout the presentation.

This information is drawn from the Team Canada Inc guide, *Speaking Globally: An Exporter's Guide to Effective Presentations*, available online at http://exportsource.ca/presentations. **For more information** on exporting, call the Team Canada Inc Export Information Service at 1 888 811-1119.

Chicago's growing Hispanic demographic untapped



As Canadian companies continue to seek ways to bring their products to the Chicago market, they must confront a new factor in exportation: the rapidly rising Hispanic demographic.

Hispanics account for 26% of the population in the Chicagoland area—the third largest Latino population in the U.S.—and their numbers continue to climb.

Named the fastest-growing group in America by the U.S. Census Bureau, the Hispanic population grew more than 61% between 1990 and 2003. This demographic holds great potential as consumers of Canadian products and services, yet it remains largely untapped.

Chicago's Hispanic market is young, conscious of changing trends, has a higher than average disposable income and holds a buying power of over $11 billion per year in Chicago and $19 billion in Illinois. For Canadian companies looking to expand into the U.S. Midwest market, this is a group that cannot be ignored. To be competitive, Canadian companies must learn about how to reach this booming section of the market.

According to the Association of Hispanic Advertising Agencies, most American companies only allot an average of 2.4% of their advertising resources to targeting the Hispanic market. They also point out that a minimum 8% allotment is necessary to effectively begin to reach the market. This leaves the field wide open to Canadian businesses.

Companies looking to enter this market must be aware of its cultural differences, the varying levels of acculturation to American customs, the nuances of language as seen through Hispanic eyes and the impact of packaging.

For the Canadian company this might mean packaging products with a knowledge of what styles, fonts and colours appeal most to this market. Companies might need to consider carefully wording their packaging to reach out to this specific consumer who may have different needs, values and desires than other consumers. Also, the use of both English and Spanish on all materials may be very effective in reaching these consumers.

However, the research cannot stop there. Canadian companies need to go beyond a superficial approach to targeting this market and move towards an educated, culturally relevant method of promoting their products. By discovering the personality and pulse of this expanding market, Canadian companies can find ways to make their products more appealing and, in turn, secure a firm position in Chicago's Hispanic market.

For more information, contact Erin Murphy, Business Development Assistant, Canadian Consulate General in Chicago, tel.: (312) 327-3629, e-mail: erin.murphy@international.gc.ca, or Trevor Smith, Business Development Officer, tel.: (312) 327-3627, e-mail: trevor.j.smith@international.gc.ca.

International trade show — *from page 1*

For example, are storage facilities or move-in, move-out arrangements available at the event?

Find the best method to get your exhibit, samples and products to the trade fair. There may also be customs and import regulations or licences applicable to the samples or products. Knowing the answers to these questions in advance will allow you to focus on a successful trade fair experience.

This information is drawn from the Team Canada Inc guide, *Successful International Trade Show Marketing*, available on-line at http://exportsource.ca/tradeshow. **For more information** on exporting, call the Team Canada Inc Export Information Service at 1 888 811-1119.

Doing Business in China?
A Guide to Project Financing

THE CANADIAN TRADE COMMISSIONER SERVICE

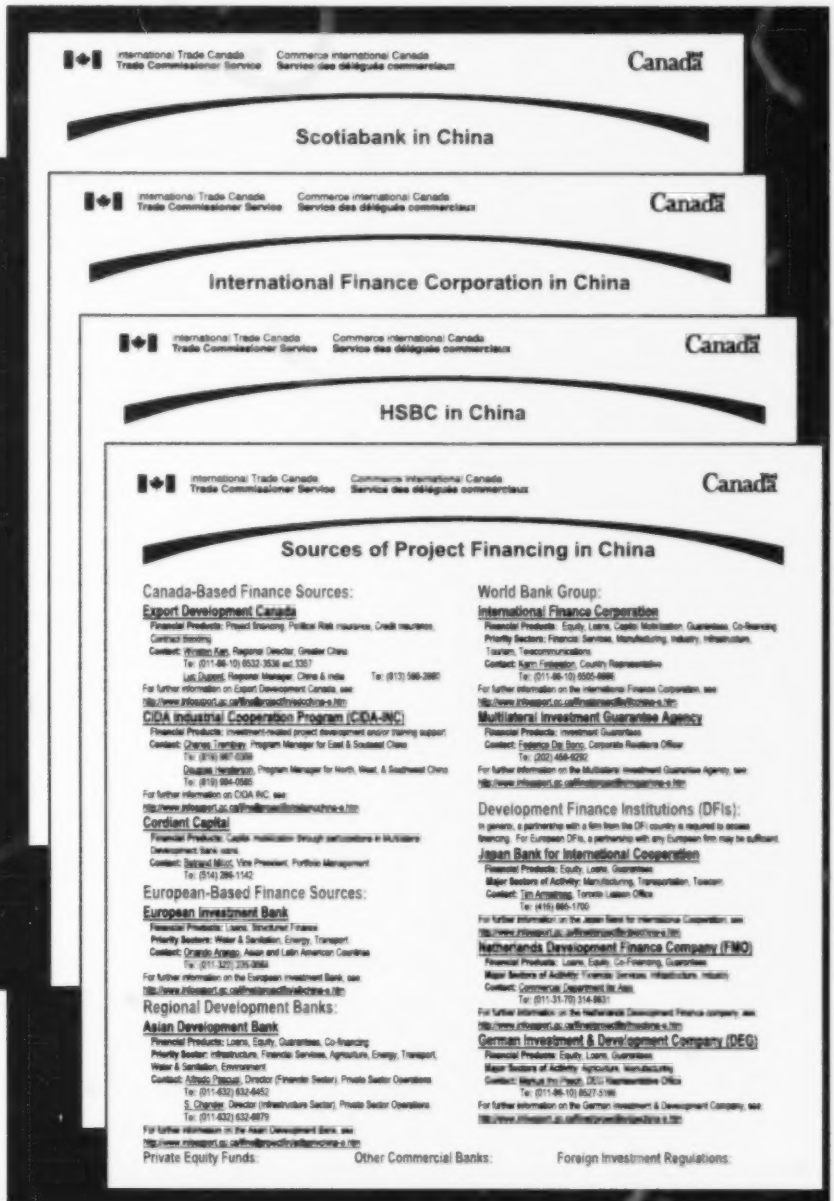
Interested in financing and developing your business in China?

Did you know that:

- China is Canada's second-largest single-nation trading partner after the United States?
- China's economy has grown by almost 8.5% per year over the last decade and is the world's third-largest importing nation?
- As part of its commitments when it joined the WTO in 2001, China has further opened its markets and deepened economic reforms?

International Trade Canada has developed a comprehensive set of documents to guide you through your search for project financing in China.

"Sources of Project Financing in China" provides you with the key contacts and sectors of activity of the major development finance institutions, national and commercial banks, including Canadian banks, private equity funds, EDC and CIDA. The major financiers are covered in more detail through PDF or HTML links directly from the main page.



IFInet
International Financing Information

www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=38310

Korea's one and only food show is back

Seoul, Korea — March 16-18, 2005 — **Food & Hotel Korea 2005** is that country's sole international trade-only exhibition for imported food, beverages and equipment. As a result, this fair has become a must-attend for companies looking to explore opportunities in the Korean agri-food sector.

Korea is the Asia-Pacific region's third-largest market for imported food and beverages. The country imports some 70% of its food needs. It's a market worth $6 billion annually and demand for imported food products there will continue to rise. The country's hotel, restaurant and institutional food sector alone is worth some $41 billion in annual sales.

Korea is also a highly concentrated market; half of its 48 million people live in the metropolitan Seoul area. And like many Asian nations, there is a growing demand for Western-style foods in Korea.

Canadian participants will have an opportunity to showcase their products and services in a Canadian pavilion. A prime location by the fair's entrance has been set aside for the pavilion and the Canadian Embassy in Seoul will offer support and promotion services, such as market intelligence and trade leads.

By exhibiting at this show, Canadian companies can meet a vast range of food industry specialists like food importers, distributors, processors, wholesalers, retailers, food service managers and chefs. Last year's show attracted 160 exhibitors from 18 countries and brought in close to 5,000 visitors.

For more information, contact Ok-Jin Cho, Assistant Trade Commissioner, Canadian Embassy in Korea, e-mail: ok-jin.cho@international.gc.ca, or Derek Complin, Unilink, tel.: (613) 549-0404, e-mail: dc@unilinkfairs.com, Web site: www.unilinkfairs.com/flyers/FHK05CP.

Play your hand at Macau gaming fair

Macau — April 28-30, 2005 — Since the liberalization of its gaming and tourist industries in 2002, the Macau Special Administrative Region is fast becoming a hot tourist destination. To capitalize on this, interested Canadian companies should consider attending the **4th International Gaming and Entertainment Expo**, a leading international event for the global gaming industry.

This trade fair is expected to attract key industry representatives from Macau, China and around the world. A special zone within the show is designated for the world's leading casinos, hotels, resorts and cruise lines.

Macau's booming gaming industry has recently seen the opening of the massive Venetian Sands Casino, the Galaxy Waldo Hotel and Casino and STDM's Fisherman's Wharf, with many more to come. The city has also attracted major U.S. investors like MGM Mirage and Wynn Resorts.

With China's "individual travel" policy, there are a large number of affluent Chinese tourists travelling to the city, which attracts more than 13 million tourists every year. Individual travel refers to the permission granted by the Chinese government to the residents of several coastal cities to visit Hong Kong and Macau as tourists. As a result, this city is emerging as one of the hottest tourist spots in Asia and may soon surpass Las Vegas as the world's largest gambling destination.

For more information, contact Kitty Ko, Commercial Officer, Canadian Consulate General in Hong Kong, e-mail: kitty.ko@international.gc.ca.

Call for oil and gas tenders

Algeria's Ministry of Energy and Mines, in association with the nationally-owned oil company Sonatrach, is launching the sixth international call for tenders for the exploration and development of 10 new blocks of oil and gas. These blocks, which cover a total area of over 100,000 square kilometres, are located mainly in the basins of Berkine, Oued-Mya, Illizi, Bechar and Reggane. **The closing date for bids is March 20, 2005**. Bids will be opened on the same date and contracts are expected to be signed on March 30, 2005.

For more information, go to www.mem-algeria.org or www.sonatrach-dz.com.

Aboriginal art in Germany — *from page 1*

organized by the Canadian Consulate in Munich in cooperation with International Trade Canada, Industry Canada, Indian and Northern Affairs Canada, Aboriginal Business Canada, Fairmont Hotels and Resorts, Air Canada and the governments of Ontario, Alberta and Quebec.

Just like Canada's participation in 1996, this event drew a large number of customers to the store and attracted strong media coverage. The Canada Promotion at Ludwig Beck was visited by around one million people over four weeks.

For more information, contact Frieda Saleh, Commercial Officer, Canadian Consulate in Munich, tel.: (011-49-89) 2199-5716, e-mail: frieda.saleh@international.gc.ca.

Correction!

On page 7 of the December 1 issue of *CanadExport*, an article entitled **Showcase to feature Canadian building products** incorrectly suggested that both the Canadian High Commission in Barbados and Canadian Export Development Inc. (CED) were inviting Canadian exporters to this event. In fact, CED is organizing the Canadian presence, not the High Commission.

However, the High Commission will be available to provide exporters with face-to-face briefings during the trade fair, in addition to market prospects, local company information, trouble-shooting assistance, visit information and key contact information.

For more information, contact the Canadian High Commission in Barbados, e-mail: bdgtn-td@international.gc.ca. To register for your own Virtual Trade Commissioner, go to www.infoexport.gc.ca.

Featured Aboriginal artists at Ludwig Beck

Mark Dorey is a Mi'kmaq sculptor and artist who explores a variety of mediums (antlers, teeth, bone and stone) which he uses to create characters and events from his people's history. Dorey is represented in numerous galleries in Canada and has an extensive list of clients.

Mikael Germain is a 22-year old Montagnais (Innu) artist who comes from Mashteuiatsh in Quebec. Working with his father from a young age, he learned to create traditional Innu jewellery which he now exports. For the Ludwig Beck event, his pieces included earrings, necklaces, and pendants made from bear claws and porcupine quills.

Calvin Hunt, a Kwakiutl and Nootka artist from Alert Bay, British Columbia, is a traditional carver, jeweller, printmaker and painter, and comes from a distinguished family of artists. His works (both independent and collaborative works with Tony Hunt and John Livingston) are found in Canada, Germany, Japan, China and the United States.

Alan Syliboy is a Mi'kmaq painter from Truro, Nova Scotia. He attended the Nova Scotia College of Art and Design and studied under Shirley Bear. In 2002, Syliboy was honoured by the Government of Canada with the Queen's Golden Jubilee Medal. Incorporated into images of renewal, Kejimkujik petroglyphs are Syliboy's inspiration, viewed by the artist as his people's legacy. He also works in pencil, pastels, printmaking and costume design.

Amelia Willier is a young and diversified Cree artist who learned her art from her mother, Yvonne Jobin, owner of the Moonstone Creation Gallery in Calgary. Amelia creates wild leather bags decorated with Native bead designs, as well as Cree jewellery and dream catchers.

Mervyn Child was instructed in the art of wood carving by his uncle, Calvin Hunt. In 1993, Mervyn won the Top North American Aboriginal Wood Carver Award. He works together with Calvin in the Copper Maker Gallery in Port Hardy, a family enterprise with worldwide business connections.

Marie Hunt is well known for her work with cedar bark, particularly cedar bark doll dresses. She is also an expert at making button blankets and dresses worn at ceremonial events.

THE CANADIAN TRADE COMMISSIONER SERVICE

AMERICANA 2005

Pan-American Environmental Technology Trade Show

www.americana.org

MONTREAL — April 6-8, 2005 — The sixth edition of **Americana** remains an excellent event to showcase recent developments in the environmental sector. There will be three parts to this trade event: a conference program, a trade show and a business matchmaking forum.

The conferences will promote the sharing of knowledge, and the techniques, solutions and technologies that will help mitigate or eliminate pollution. The theme will be "Eco-City: Generating Sustainable Environmental Solutions" and will address the following issues:

- Air and climate change
- Drinking water
- Wastewater
- Solid waste management
- Soil remediation and groundwater
- Renewable energies
- Sustainable urban development
- Market development and business opportunities

Speakers will come from industry, engineering and consulting firms, government agencies and universities. Studies, projects and technological solutions will be presented by Canadians and international attendees.

The trade show is the largest multi-sector environmental trade show in the Americas. Over three days, exhibitors will showcase diverse environmental solutions in a number of sectors.

The business matchmaking forum is a unique service provided to Canadian and foreign companies that want to meet potential business partners. It will give participants the opportunity to exchange information on their services, expertise and environmental technologies, and above all to explore business opportunities.

Export Café at Americana 2005

Again this year, the Canadian Trade Commissioner Service will host the Export Café, a networking event that will allow Canadian participants to meet with over 50 trade commissioners posted around the world. It will be a unique occasion for Canadian companies to explore the international business opportunities available to them.

For more information on the Export Café, contact Frédéric Fournier, Trade Commissioner, International Trade Canada, tel.: (613) 996-1758, e-mail: frederic.fournier@international.gc.ca.

VIRTUAL TRADE COMMISSIONER

Your gateway to the Trade Commissioner Service
www.infoexport.gc.ca.

AGRICULTURE & AGRI-FOOD

VERONA, ITALY — April 1-5, 2005 — **Vinitaly Verona** is a prestigious exhibition of the world's best in wine production. These five days will make Verona the world capital of quality wines. **For more information**, contact Veronafiere, tel.: (011-39-045) 82-98-111, fax: (011-39-045) 82-98-288, e-mail: info@veronafiere.it, Web sites: www.vinitaly.com or www.veronafiere.it.

MEXICO CITY, MEXICO — June 1-3, 2005 — **Alimentaria Mexico 2005** is the only Mexican food and drink exhibition that covers the full range of sub-sectors, from meat, poultry, fish and seafood to fruit juice, soft drinks and organic products. **For more information**, contact the Canadian Embassy in Mexico City, tel.: (011-52-55) 5724-7900, fax: (011-52-55) 5724-7982, e-mail: trade@canada.org.mx, Web sites: www.alimentaria-mexico.com or www.canada.org.mx.

BUILDING PRODUCTS

DOHA, QATAR — May 25-29, 2005 — The **Doha International Furniture, Decoration & Construction Exhibition** comes at a time when the State of Qatar is in the middle of its infrastructure development and real estate boom. **For more information**, go to www.infdec.com, or contact the Canadian Embassy in Kuwait, tel.: (011-965) 256-3025, fax: (011-965) 256-4167, e-mail: kwait-td@international.gc.ca, Web site: www.infoexport.gc.ca/kw.

ENVIRONMENTAL INDUSTRIES

MUNICH, GERMANY — April 25-29, 2005 — **IFAT 2005** is the international water, sewage, refuse and recycling trade fair. With over 97,000 visitors from 120 countries attending last year, it has become one of the world's most important waste disposal and environment fairs. **For more information**, contact Brigitte Mertens, Canada Unlimited Inc., tel.: (416) 237-9939, fax: (416) 237-9920, e-mail: bmertens@canada-unlimited.com, Web sites: www.canada-unlimited.com or www.ifat.de.

HEALTH INDUSTRIES

MUNICH, GERMANY — April 5-7, 2005 — **BioAnalytica 2005** is the second international trade fair for the bio-analysis, bioindustry and life sciences sectors. Last year's premiere attracted 270 exhibitors from 14 countries and over 5,000 visitors. **For more information**, contact the Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, fax: (011-49-89) 21-99-57-57, e-mail: munic-td@international.gc.ca, Web site: www.analytica-world.com.

BEIJING, CHINA — April 24-26, 2005 — Canadian exporters of healthcare products and services may want to attend the **China International Health Care Industry Exposition**. **For more information**, contact Hong Fei, the Beijing Shibowei Exposition Co., tel.: (011-86-10) 6506-1572, fax: (011-86-10) 6506-1572, e-mail: sbwz11102@163.com.

ICT

CHICAGO, ILLINOIS — June 6-9, 2005 — **SuperComm 2005** is the world's largest annual exhibition and conference for communication service providers and private network managers. **For more information**, contact the Canadian Consulate General in Chicago, tel.: (312) 616-1860, fax: (312) 616-1878, e-mail: chcgo-td@international.gc.ca, Web site: www.supercomm2005.com.

MULTI-SECTOR

PANAMA CITY, PANAMA — March 2-5, 2005 — **Expocomer 2005** is one of Latin America's most important multi-sector trade shows, and includes many product categories within the commercial, industrial and service sectors. **For more information**, contact the Canadian Embassy in Panama, tel.: (011-507) 264-7115, fax: (011-507) 263-8083, e-mail: panam@international.gc.ca, Web site: www.expocomer.com.

FUKUOKA, JAPAN — June 8-10, 2005 — The **Fukuoka International Gifts Show**, formerly the Fukuoka International Trade Fair, features a variety of handicrafts like home items, wine, gourmet foods, small furniture, tableware, jewellery, bags and stationary, among many other products. **For more information**, contact the Fukuoka International Trade Fair Committee, tel.: (011-81-92) 711-4829, fax: (011-81-92) 733-5593, e-mail: info@fukuokafair.com, Web site: www.fukuokafair.com/english/index.html.

Enquiries Service

International Trade Canada's and Foreign Affairs Canada's Enquiries Service provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; or Web site: **www.international.gc.ca**.

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